What is claimed is:

1   1.   An application execution system, comprising:

2   a position monitoring module;

3   a mobile element associated with a position capable of being monitored by

4   the position monitoring module, the mobile element having a memory including a

5   set of user service preferences including a first service preference;

6   a service broadcaster capable of being communicatively coupled to the

7   mobile element and broadcasting a second service preference to the mobile element;

8   and

9   a comparator module communicatively coupled to the mobile element to

10   compare the first and second service preferences.

1   2.   The application execution system of claim 1, wherein the position

2   monitoring module includes a software program.

1   3.   The application execution system of claim 1, wherein the comparator

2   module resides in the service broadcaster.

1   4.   The application execution system of claim 1, further comprising:

2   a global positioning system receiver communicatively coupled to the position

3   monitoring module.

1   5.   The application execution system of claim 1, wherein the mobile element

2   includes a memory, and wherein the service broadcaster includes an application

3   associated with the second service preference.

1   6.   The application execution system of claim 5, wherein the application is

2   downloaded to the memory when the first and second service preferences are

3   determined to be related by the comparator module.

1 7.   The application execution system of claim 6, wherein the mobile element is

2 a personal internet client.

1 8.   The application execution system of claim 1, wherein the mobile element is

2 a cellular telephone.

1 9.   The application execution system of claim 1, wherein the second service

2 preference is a hotel list file.

1 10.   The application execution system of claim 1, wherein a plurality of list files

2 related to the set of user preferences is broadcast to the mobile element.

1 11.   The application execution system of claim 10, wherein the plurality of list

2 files is formatted as a selection list.

1 12.   The application execution system of claim 11, wherein the selection list

2 includes a selected number of items determined by the position.

1 13.   A mobile element, comprising:

2   a position monitoring module capable of monitoring a position associated

3 with the mobile element;

4   a first memory including a first service preference, the memory capable of

5 receiving a second service preference determined by the position; and

6 a comparator module communicatively coupled to the memory to compare the first

7 and second service preferences.

1 14.   The mobile element of claim 13, further comprising:

2 a global positioning system receiver communicatively coupled to the position

3 monitoring module.

1   15.   The mobile element of claim 13, wherein the service broadcaster includes an

2   application associated with the second service preference, and wherein the

3   application is downloaded to the memory when the first and second service

4   preferences are determined to be related by the comparator module.

1   16.   A apparatus, comprising:

2   a processor;

3   a memory coupled to the processor for receiving a position and a first

4   service preference associated with a mobile element;

5   a memory coupled to the processor including a a second service preference

6   associated with the position; and

7   an application associated with the second service preference.

1   17.   The apparatus of claim 16, wherein the application is downloaded to the

2   mobile element when the second service preference is related to a first service

3   preference stored in the mobile element.

1   18.   The apparatus of claim 16, further comprising:

2   a memory for receiving a set of capabilities associated with the mobile

3   element.

1   19.   The apparatus of claim 18, wherein the application is not downloaded to the

2   mobile element if the set of capabilities associated with the mobile element is not in

3   accordance with a set of application requirements associated with the application.

1   20.   A method of executing an application, comprising:

2   determining a position of a mobile element; and

3   selecting a second service preference associated with the application

4   according to the position and a first service preference retained in the mobile

5   element.

1   21.   The method of claim 20, further including:

2   broadcasting the second service preference to the mobile element;

3   requesting broadcast of the application; and

        broadcasting the application to the mobile element for downloading and

execution by the mobile element.

1   22.   The method of claim 20, further including:

2   storing the first service preference in the mobile element.

1   23.   The method of claim 20, further including:

2   sending a set of capabilities associated with the mobile element to a service

3   broadcaster; and

4   refraining from broadcasting the application to the mobile element if the set

5   of capabilities associated with the mobile element is not in accordance with a set of

6   application requirements associated with the application.

1   24.   The method of claim 20, wherein the second service preference is a hotel list

2   file.

1   25.   A computer readable medium having program instructions stored thereon for

2   implementing, when executed by a digital processing device, a method for

3   executing an application, said method comprising:

4   determining a position of a mobile element; and

5   selecting a second service preference associated with the application

6   according to the position and a first service preference retained in the mobile

7   element.

1 26.   The computer readable medium of claim 25, wherein the method further

2 comprises:

3   broadcasting the second service preference to the mobile element;

4   requesting broadcast of the application; and

5   broadcasting the application to the mobile element for downloading and

6 execution by the mobile element.

1 27.   The computer readable medium of claim 25, wherein the method further

2 comprises:

3   sending a set of capabilities associated with the mobile element to a service

4 broadcaster; and

5   refraining from broadcasting the application to the mobile element if the set

6 of capabilities associated with the mobile element is not in accordance with a set of

7 application requirements associated with the application.